

### **AMENDMENTS TO THE CLAIMS**

Please cancel claim 70 without prejudice. Please amend the claims according to the following listing. This listing of claims will replace all prior versions, and listings, of claims in the application:

### **LISTING OF CLAIMS**

1. (Cancelled)
2. (Previously Presented) The method of claim 68, further comprising the actions of:
  - a. comparing at least one item of the user information to at least one database to ensure that the item of the user information is valid prior to the action of transmitting the set of the user information; and
  - b. when ~~if~~ the item of the user information is not found in the at least one database then taking a predetermined action.
3. (Previously Presented) The method of claim 2, wherein the item of user information comprises an item selected from a group consisting of: a user's postal code, a user's telephone number, a user age, a user's e-mail addresss and combindations thereof.
- 4-6. (Cancelled)
7. (Currently Amended) The method of claim 2 ~~1~~, further comprising the action of sending a confirmation e-mail to the user who has opted in at least one selection.
8. (Cancelled)

9. (Previously Presented) The method of claim 68 ~~±~~, further comprising the ~~steps~~ actions of:  
using a portion of the user information to retrieve additional user data from a record; and  
assembling the additional user data into the user information.
10. (Cancelled)
11. (Previously Presented) The method of claim 68 ~~±~~, further comprising the actions of:  
determining that part of the user information is missing; and  
using statistical census data to complete the user information.
12. (Cancelled)
13. (Previously Presented) The method of claim 70, wherein the at least one objective factor  
is a past performance indicator of a server hosting the web page.
14. (Previously Presented) The method of claim 70, wherein the at least one objective factor  
is an opt-in rate for similar promotions.
15. (Previously Presented) The method of claim 70, wherein the at least one objective factor  
is a confirmation e-mail open rate.
16. (Previously Presented) The method of claim 70, predetermined maximum bounty is a  
maximum bounty set by the advertiser.
17. (Currently Amended) The method of claim 70, further comprising the actions of:

- a. comparing at least one item of the user information to at least one database to ensure that the item of the user information is valid prior to the action of transmitting the set of the user information; and
- b. when ~~if~~ the item of the user information is not found in the at least one database then taking a predetermined action.

18. (Previously Presented) The method of claim 17, wherein the item of user information comprises an item selected from a group consisting of: a user's postal code, a user's telephone number, a user age, a user's e-mail addresss and combindations thereof.

19-26. (Cancelled)

27. (Currently Amended) A method for billing an advertiser for on-line promotions, comprising the steps of:

displaying a web page to a plurality of users, the web page having a plurality of fields for collecting user information;

receiving the user information from each of the plurality of users;

comparing the user information from each of the plurality of users to a set of criteria defined by an advertiser; and

for each of the plurality of users whose user information matches the set of criteria defined by the advertiser; :

displaying an on-line promotion from the advertiser,

providing the user information to the advertiser,

determining when a user has opted-in to receiving information from the advertiser; and

billing the advertiser, for each user that has opted-in to receiving information from the advertiser, an amount that is determined by subtracting from a predetermined

maximum bounty a product of the predetermined maximum bounty times at least one objective factor, the objective factor being a number between 0 and 1, that ~~that~~ indicates a quality of the user information.

28. (Original) The method of claim 27, wherein the at least one objective factor is a past performance indicator of a server hosting the web page.
29. (Original) The method of claim 27, wherein the at least one objective factor is an opt-in rate for similar promotions.
30. (Original) The method of claim 27, wherein the at least one objective factor is a confirmation e-mail open rate.
31. (Previously Presented) The method of claim 27, wherein the predetermined maximum bounty is a maximum bounty set by the advertiser.
32. (Currently Amended) The method of claim 27, further comprising the actions of:
  - a. comparing at least one item of the user information from at least one user to at least one database to ensure that the item of the user information is valid prior to the action of transmitting the set of the user information; and
  - b. when ~~if~~ the item of the user information is not found in the at least one database then taking a predetermined action.
33. (Previously Presented) The method of claim 32, wherein the item of user information comprises an item selected from a group consisting of: a user's postal code, a user's telephone number, a user age, a user's e-mail addresss and combindations thereof

34-39. (Cancelled)

40. (Previously Presented) The method of claim 27, further comprising the actions of:  
determining that part of the user information is missing; and  
using statistical census data to complete the user information.

41-67. (Cancelled).

68. (Currently Amended) A method, operable on a digital computer, of targeting advertising to a plurality of users of a global computer network Web page, comprising the actions of:

- a. receiving target information from a plurality of advertisers, the target information received from each advertiser setting forth a set of criteria that is to be used to select to which of the plurality of users each advertiser targets for on-line promotions;
- b. presenting a registration window to a user of the plurality of users, the registration window including input fields that allow the user to input user information;
- c. upon the user completing entry of the user information into the input fields of the registration window, comparing the user information associated with the user to the set of criteria associated with each advertiser;
- d. presenting to the user an advertiser window that lists only each advertiser whose criteria are matched by the user information entered by the user;
- e. receiving input from the user indicating which selected advertisers listed in the advertiser window the user desires information; ~~and~~
- f. upon receiving the input from the user, transmitting to each of the selected advertisers a set of the user information associated with the user;
- g. determining when a user has opted-in to receiving information from the advertiser; and

- h. billing the advertiser, for each user that has opted-in to receiving information from the advertiser, an amount that is determined by subtracting from a predetermined maximum bounty a product of the predetermined maximum bounty times at least one objective factor, the objective factor being a number between 0 and 1, that indicates a quality of the user information.

69. (Currently Amended) A method, operable on a digital computer, of enabling a promoter to provide to an advertiser an advertising ~~opportunity~~ opportunity targeting a plurality of users of a global computer network Web page, comprising the actions of:

- a. receiving from a Web server a subset of a set of user information received from a user who has ~~reponded~~ responded to a registration of a Web page administered by the Web server, the subset of the set of information limited to information that is necessary to determine whether the user meets ~~criteria~~ criteria submitted set forth to the promoter by an advertiser of the plurality of advertisers;
- b. comparing the subset of information to the ~~criteria~~ criteria set forth by the advertiser to determine the criteria of the advertiser are met by the user;
- c. when if the criteria are met by the user, then receiving from the Web server any information in the set of information not included in the subset of the set of information;
- d. when if the criteria are met by the user, then ~~transmitting~~ transmitting to the user an opt-in window that includes a data entry mechanism that allows the user to select the advertiser, thereby indicating that the user desires information about the advertiser; ~~and~~
- e. when if the user selects the advertiser via the opt-in window, then transmitting to the advertiser the set of user information;
- g. determining when a user has opted-in to receiving information from the

advertiser; and

- h. billing the advertiser, for each user that has opted-in to receiving information from the advertiser, an amount that is determined by subtracting from a predetermined maximum bounty a product of the predetermined maximum bounty times at least one objective factor, the objective factor being a number between 0 and 1, that indicates a quality of the user information.

70. (Cancelled)